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INForm Us

1. Did you encourage someone to quit smoking during the past month?

Yes

No

No, I do not know anyone who currently smokes.

2. Have you referred anyone to or distributed information about the state's toll-free tobacco quitline (1-800-QUIT-NOW)?

Yes

No

3. Which of the following magazines do you or your daughter(s) read?

Cosmopolitan

Glamour

InStyle

Lucky

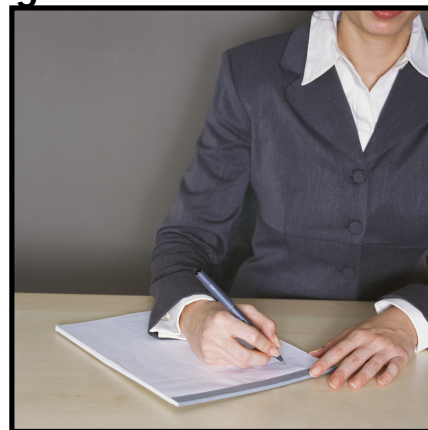
This Month's Call to Action

Write a letter (or send an email) to the editor of women's magazines that are running tobacco ads.

Take a moment to think about it: the same women's magazines that promote health, beauty, youth and glamour also advertise tobacco

products. Magazine readers, especially impressionable young women, subconsciously associate smoking with these desirable attributes. In reality, smoking is the leading preventable cause of morbidity and mortality in the United States.

In 2005, the tobacco industry spent \$425 million on advertising and promotional expenses in Indiana. Tobacco companies



Marie Claire
Newsweek
Vogue

We do not read any of the magazines listed.

4. Are you planning an INFluence event in your community?

Yes (please provide details below)

No

5. Comments

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must rely on these methods to recruit new smokers and increase profits.

Women leaders have the power to express their concerns about tobacco advertising to the editors of magazines running these ads. [Download a sample letter to the editor](#), modify it to include personal comments and your signature, and send it to the magazine(s) of your choice. At the end of the sample letter, you will find a list of the magazines running Camel No. 9 ads and contact information. If you subscribe to any of these magazines, you may even chose to inform the editor that you plan to cancel your subscription as a result of their promotion of tobacco ads.

Encourage other women to share their concerns with the editors as well and provide them with the sample letter. If you have a daughter or mentor a young woman, encourage her to write a letter. Forward this message along to your friends and ask them to take action, too. **Make it a goal to ask nine women to send a letter in the next thirty days.** The power of the pen is mighty ...and together we can make a difference!

Local Action

Indianapolis
WOMAN MAGAZINE

www.indianapoliswoman.com

State Health Commissioner Judy Monroe, M.D. and Mary Weiss, President/CEO of Weiss Communications, publisher of *Indianapolis Woman* magazine and Weiss custom Publishing, recently announced a

partnership designed to reach all women, as key influencers, to improve personal, family, and public health.

Now in its 14th year of publication, *Indianapolis*

Woman's mission is still simply to educate and inspire women in a proactive way. The state health commissioner shares this same mission with regard to public health. **Our goal is to produce and disseminate critical health information so that readers may be inspired to be an integral part of this partnership.**

From time to time, we will call readers to action as partners whose feedback can have a positive influence on others. With tobacco addiction as a prime health concern, personal stories are of great value. Readers' insights, individual stories, testimonies, triumphs and personal victories as they quit smoking will empower others to boldly overcome their own struggles with tobacco use.

In our collaboration with Indiana Tobacco Prevention and Cessation, we have asked readers to share their stories at www.indianapoliswoman.com. Selected stories will be included in future campaigns.

We applaud *Indianapolis Woman* for demonstrating that the media can have a positive impact on women's health and we hope that other media outlets will follow their lead.



Mary Weiss
President/CEO of Weiss Communications

Do you smoke or know someone who does?

Want better health and more energy? Want to save money? Need a little incentive? Enter the Quit 2 Win contest. Pledge to quit smoking for 30 days, Sept. 15-Oct. 15, 2007! You may be the lucky one to win an additional grand prize. Log on now to inshape.in.gov and click the Quit 2 Win logo to enter. All entries must be received by September 5, 2007.



Visit inshape.in.gov for official contest rules and eligibility requirements. To be eligible, each participant must be 18 years or older and a legal resident of Indiana and use tobacco daily. One entry per person. Winners will be chosen at random. Promotional prize(s) donated by sponsor(s) and not purchased at taxpayer's expense.

Did You Know?

- Smoking triples the risk of developing Squamous Cell Carcinoma, a dangerous form of skin cancer that can metastasize to other parts of the body if not treated promptly. Approximately 3,000 deaths per year are a result of this cancer.
- The smoking rate among leading characters onscreen is about 300% greater than among comparable people in real life. Nonsmoking teens whose favorite stars smoke onscreen are 16 times more likely to have positive attitudes toward smoking in the future.
- In 2005, the latest year with available data, the cigarette industry spent almost

\$13.11 billion, or more than \$36 million per day, on advertising and promotional expenses.

Sources:

Five Reasons Why Your Skin Wants You to Stop Smoking, Jul 18, 2007 www.HealthNewsDigest.com

www.smokefreemovies.ucsf.edu

www.ftc.gov/reports/tobacco/2007cigarette2004-2005.pdf

Use Your INfluence

Whether or not you attended the first INfluence Women's Health Forum on April 18, 2007, you have expressed dedication to improving the health of Hoosier women. This monthly e-newsletter provides you with tools and resources to carry out the Top Nine strategies for fighting back against tobacco marketing. Indiana State Health Commissioner, Dr. Judy Monroe, presented these strategies at the Forum and issued a call to action to women of influence to act in their own communities (see below for the complete Top Nine list).

Through the INfluence initiative, you have access to:

- This monthly e-newsletter with specific ideas and resources for how to implement one of the Top Nine strategies each month;
- A Web site (www.INfluence.in.gov) to access additional information about the INfluence movement and what others are doing around the state;
- A toolkit (downloadable from the INfluence Web site) on how to plan an INfluence event in your community, which includes planning steps, sample event materials, evaluation form, etc.

Thank you for your dedication to improving the health of Hoosier women and using your influence to make a positive impact.



**INFLUENCE Women's Health Forum
April 18, 2007
Indiana Historical Society
Indianapolis, IN**

Top 9 List

Now that you are armed with knowledge about women and tobacco, here is a list of 9 actions you can take to make a difference in the health of Hoosier women:

1. Encourage your family, friends, and colleagues to quit smoking as a result of the July 1, 2007 cigarette tax increase.
2. **Write a letter to the editor of women's magazines that are running tobacco ads.**
3. Support passage of legislation to give the FDA authority to regulate tobacco.
4. Promote the Indiana Tobacco Quit Line: 1-800-QUIT-NOW (784-8669).
5. Empower youth to fight back against the tobacco industry and encourage them to get involved at www.Voice.tv.
6. Give your business to restaurants and bars that are smoke-free, and actively support local smoke-free air laws in all workplaces.
7. Establish policies in your worksite, community center, health care facility, or faith-based organization that protect everyone from secondhand smoke.
- 8.

If you are an employer, provide incentives to employees who don't smoke or quit smoking, and offer cessation resources.

9.

Contact 9 women you know, share the information you learned at the forum and from the PowerPoint presentation, and ask them to complete the Top 9 List as well!

"When it comes to the effects of tobacco, it is a black and white issue. The science is well established, and we know that tobacco products kill. Evidence-based research has told us what strategies work to reduce tobacco use, but we must remember that execution trumps strategy. As your state health commissioner, I ask that you make a personal commitment to use the talent and influence you possess to positively impact the health of future generations."

For a Healthier Tomorrow,

Judy Monroe, MD
State Health Commissioner



Office of Women's Health

Indiana State Department of Health



INDIANA TOBACCO QUITLINE

1-800-QUIT-NOW

WE'LL SHOW YOU HOW



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and spread the INfluence message!**

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A FRIEND**

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